Research Article

The Relationship between Service Quality and Patient Satisfaction of Health Social Security Administration Agency Users in Hospital Hajj Makassar

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Abstract Healthcare services are one of the fundamental aspects of improving public welfare. In Indonesia's healthcare system, the Social Security Administration Agency (BPJS Health) plays a crucial role in ensuring equal access to healthcare services for all citizens through the National Health Insurance (JKN) program. This study aims to analyze the relationship between service quality and patient satisfaction among BPJS Health users at RSUD Haji Makassar. This research employs a quantitative method with a survey approach, where data were collected using questionnaires distributed to BPJS Health patients receiving treatment at RSUD Haji Makassar. A total sample of 118 respondents was determined using the proportionate stratified random sampling technique. Data analysis was conducted using simple linear regression tests through SPSS 23 software. The results indicate a positive and significant relationship between service quality and patient satisfaction, with a regression coefficient value of 0.471. This finding suggests that the better the service quality provided by the hospital, the higher the level of patient satisfaction. Additionally, the coefficient of determination (R^2) value of 36.5% indicates that service quality contributes to patient satisfaction, while the remaining percentage is influenced by other factors not examined in this study. Based on these findings, it is recommended that RSUD Haji Makassar improve service timeliness, enhance the BPJS administration system, and strengthen the quality of interaction between medical personnel and patients.

Keywords: BPJS Health, National Health, Patient Satisfaction, Service Quality

1. Introduction

Public services basically involve very broad aspects of life. (Priyatno, Duwi, 2023). In national life, the government has the function of providing various public services needed by the community, starting from services in the form of regulations or other services in order to meet the needs of the community in the fields of education, health, utilities, and others. In addition, society in general is very much in touch with services to obtain goods or services in community life, because each individual is a social being. (Dewi, Meutia, 2021).

Health services are one of the important aspects in improving people's welfare (Effendi, K., & Junita, 2020). In the health service system in Indonesia. The Social Security Administering Agency (BPJS) Health has a major role in ensuring equal access to health services for the entire population. Since the implementation of the National Health Insurance (JKN) program by BPJS Health, the number of participants accessing health services has continued to increase, both in primary health facilities (FKTP) and advanced referral health facilities (FKRTL). However, the increase in the number of participants also poses various challenges in maintaining the quality of service so that it remains optimal and in accordance with patient expectations. (Fandy Tjiptono, 2024).

Basically, service is a direct interaction activity. between one person and another and provide customer satisfaction while the definition of public service itself is an activity or benefits provided by the service provider, namely the organization, to consumers as recipients of intangible and non-material services owned (Ningrum, Rinda Mustika , 2024) . Various public reform movements (public reform) that have been experienced Many developed

countries in the early 1990s were inspired by pressure society regarding the need to improve the quality of public services provided provided by the government (Machmud, A. N , 2020). In Indonesia, efforts to improve services In fact, this has long been implemented by the government, among others through Presidential Decree No. 5 of 1984 concerning Guidelines for Simplification and Control of Licensing in the Business Sector. This effort was continued with a letter Decree of the Minister of State Apparatus Empowerment No. 81/1993 concerning public service management.

Based on the decision of the Minister of State Apparatus Empowerment Number 81 of 1993 was then perfected by the Minister's Decree State Apparatus Empowerment Law Number 63 of 2003 defines public services as follows: "All forms of services carried out by the agency government at the center, in the regions, and in the State-Owned Enterprises environment or Regionally-Owned Enterprises in the form of goods and/or services, both in order to fulfill the needs of the community and in the framework for implementing the provisions of statutory regulations (Decree MENPAN number 63/2003)". According to Nigrum in Dewi (2014: 535). Quality of service health needs to be improved because of community needs or individual health that meets standards with utilization of resources in a reasonable, efficient and effective manner within limitations government and community capabilities, and are carried out safely and satisfactorily in accordance with good norms and ethics. (Juwita, GS, Marlinae, L., & Rahman, F, 2017). Health services, whether in Polindes, Pustu, Puskesmas, hospitals, or other health service institutions, are a system consisting of various components that are interrelated, interdependent, and influence each other (Tjiptono 2022). The quality of health services in health centers and hospitals is the end product of the interaction and dependence of service aspects. Providing the best service is not an easy thing for hospital managers because the service given by the hospital to its patients regarding the quality of life of the patients. So if there is an error in medical action, it can have a bad impact on the patient. (Zimri, 2023)

Hospitals as part of the health system are required to be able to improve the quality of patients. Thus, hospitals are one of the competitive health service actors that must be managed by actors who have an entrepreneurial spirit that is able to create efficiency, excellence in quality and service, excellence in innovation and excellence in responding to patient needs. (Muninjaya, A. A, 2021).

Satisfaction is a person's feeling of pleasure that comes from comparing the pleasure of an activity and a product service with their expectations, namely satisfaction. This patient satisfaction can be created through good service by medical personnel in health institutions. Thus, if the service is not good, the patient who feels dissatisfied will file a complaint with the hospital. Complaints that are not immediately handled will result in decreased patient satisfaction with the capabilities of health services in the hospital. Consumer satisfaction has become a central concept in business and management discourse. Patients will feel satisfied if there is a similarity between expectations and the reality of health services received.

The quality of health services has a significant influence on the level of patient satisfaction. According to (Jacobis, R , 2023), the quality of service can be measured through five main dimensions, namely tangibles (physical evidence), reliability , responsiveness , assurance , and empathy . If the quality of service provided by the hospital or health facility does not match the patient's expectations, then patient satisfaction will decrease. Conversely,

good and quality service will increase the level of patient satisfaction, which in the end can strengthen public trust in the JKN-BPJS Kesehatan system. (Fauziah, Alfi An-Nafi' , 20 2 2)

Based on a survey conducted at RSUD Haji Makassar Makassar, BPJS users still experience many obstacles, due to restrictions on the facilities provided, such as charging fees when entering the Emergency Installation. There are provisions for several health services that are not guaranteed by BPJS Health. And complaints are still found where BPJS Health users complain about the long time it takes to take care of BPJS requirements when they want to seek treatment, where previously they could go directly to the polyclinic they were going to, but with BPJS they feel it takes longer to get to the polyclinic or place of treatment they are going to. (RSUD Haji Makassar, 20250

Therefore, with the importance of service quality and patient satisfaction of BPJS health users, it is necessary to conduct a study entitled "The Relationship between Service Quality and Patient Satisfaction of BPJS Health Users at Haji Makassar Hospital".

2. Theoretical Study

The quality of health services is a major factor in determining patient satisfaction. According to Zeithaml, Parasuraman, and Berry (1988) in (Putri, Baby Sivilia. 2017) , service quality is the extent to which a service can meet or exceed customer expectations. In the context of health services, service quality reflects the effectiveness, efficiency, and convenience in providing services to patients.

Parasuraman et al. (1988) in (Supriyanti, Erna, 2015) developed the SERVQUAL model, which identifies five main dimensions in assessing service quality, namely:

a. Tangibles (Physical Evidence): Hospital facilities and infrastructure, medical equipment, cleanliness, and comfort of the health facility environment.
b. Reliability : Consistency and accuracy of health facilities in providing medical services that meet standards.
c. Responsiveness : The readiness of medical personnel in responding to patient needs, including speed of service and accuracy of information.
d. Assurance : Competence of health workers, safety of services, and professional attitudes in building patient trust.
e. Empathy : The attention and concern of health workers towards patients, including good communication and understanding of the patient's condition.

If a hospital or health facility does not meet good service quality standards, then patients will feel dissatisfied and may lose confidence in the health services they receive. On the other hand, if a health facility provides quality services, then patients will feel more satisfied and are more likely to continue using the service. (Mukti, WY, Hamzah, A., & Nyorong, M , 2023).

Patient satisfaction is a feeling of pleasure or disappointment that arises after patients compare their expectations of health services with the actual experience they get (Kotler, 2000). Patient satisfaction in health services can be measured based on several aspects, such as: Quality of interaction with medical and non-medical personnel , Speed and accuracy of health services , Facilities and comfort provided , Availability of medicines and treatment procedures provided Satisfied patients tend to be more loyal to their healthcare providers and have a higher level of trust in the healthcare system. Conversely, dissatisfaction can lead to

decreased trust and even reluctance of patients to return to the same healthcare facility. (Imbalo S. Pohan, M. M , 2016) .

Relationship between Service Quality and BPJS Kesehatan Patient Satisfaction where in the National Health Insurance (JKN) system managed by BPJS Kesehatan, service quality is an aspect that greatly influences patient satisfaction. BPJS Kesehatan aims to provide wider and more affordable access to health services for all Indonesian people. However, in its implementation, there are still various challenges in maintaining the quality of service for BPJS Kesehatan participant patients (Ekayanti, E., Pasinringi, SA, & Kapalawi, I. 2023)

Several studies have shown that poor service quality is often a major factor in BPJS Kesehatan patient dissatisfaction. Problems that often arise include: long waiting times at health facilities , Differences in treatment between BPJS patients and general patients , Limited availability of drugs and medical devices , Lack of medical personnel compared to the number of patients

According to research conducted by Rizal, Rosiana (2017) there is a positive relationship between service quality and patient satisfaction of BPJS Kesehatan users. If health facilities are able to provide fast, responsive, and standard services, then the level of patient satisfaction will increase. Conversely, services that do not meet patient expectations can cause complaints and reduce trust in the JKN-BPJS Kesehatan system.

Therefore, improving the quality of health services is the main key to increasing BPJS Kesehatan patient satisfaction. Health facilities must continue to improve service standards by improving infrastructure, improving the competence of medical personnel, and optimizing the administration and technology systems in patient services . With quality services, public trust in BPJS Kesehatan will increase, and the main goal of the JKN program, namely equal access to health for all levels of society, can be achieved more optimally. (Muninjaya, AA 2021).

3. Research Methods

The research method used is a quantitative approach which includes survey research. (Sugiyono, 2022). In this survey research, the researcher will distribute a questionnaire containing questions and statements about the quality of service and patient satisfaction, which are related to the variables studied.

This research was conducted at the Haji Makassar Regional Hospital in January - February 2025 including problem identification, proposal preparation, research implementation, analysis of research results, preparation and dissemination of results.

The population in this study was all patients at the Makassar Haji Regional Hospital. and to determine the sample size, using the Slovin formula as follows (Siregar. 2015:61). Based on the results of the total above, the total sample size was obtained as 118. Furthermore, the sample will be selected randomly using proportionate stratified random sampling . This is because the population is stratified. The strata are determined by the type of BPJS class. Thus, each sample must be proportional to its population. The following is a calculation to obtain the total sample to be studied:

a. Class A = 42 = 42/168 x 118 = 29.5 = 30
b. Class B = 59 = 59/168 x 118 = 41.44 = 41
c. Class C = 67= 67/168 x 118 = 47.05 = 47

4. **Results and Discussion**

4.1 **Research result**

Analysis of research results regarding the Relationship between Service Quality and Patient Satisfaction of BPJS Health users at the Makassar Haji Regional Hospital was analyzed using use quantitative methods. Quantitative analysis is used to prove the hypothesis. submitted using a simple linear regression analysis model. This proof is intended to test the variation of a regression model. used to explain the independent variable (X) against the dependent variable bound (Y) by testing the significance of the regression coefficient.

The results of data processing using SPSS can be seen via the following table:

Table 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.907	1.832			5.407
Service Quality	.471	.471	.604	8.161	

Dependent Variable: Patient Satisfaction

Source: Primary Data by SPSS 23, 2025

$Y = 9.907 + 0.471 X$

From the equation above, the following explanation can be given:

a = 9.907 is a constant value, which means that if X is considered 0 then the patient satisfaction value is 9.907.

b = 0.471 which is positive, meaning that every 1 unit increase in the service quality variable will... increase patient satisfaction by 0.471 with other variables remaining constant.

Results of Calculation of the Determination Coefficient Value (R^2)

Table 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604	.365	.359	2.258

Predictors: (Constant), Service Quality

Source: Primary data processed by SPSS 23, 2025

The table above explains the magnitude of the correlation / relationship value (R) which is 0.604 and explains the percentage of the influence of the independent variable on the dependent variable called the coefficient of determination which is the result of squaring R. Based on the results of the regression estimation calculation, the adjusted Determination Coefficient value (Adjusted R^2) is 0.365, meaning that 36.5% of the variation of all independent variables can explain the dependent variable in this study. While the remaining 63.5% is influenced by other variables that were not examined in this study.

4.2 Discussion

This study uses two variables, namely the independent variable of service quality and the dependent variable of patient satisfaction. To determine the data analysis technique, first use analysis. descriptive, simple linear regression analysis, validity test, reliability test and analysis of the coefficient of determination ($R2$). Based on the frequency analysis of service quality indicators consisting of the five most important indicators strong is an indicator of physical evidence and patient satisfaction consisting of four indicators, the strongest of which is the comfort indicator.

Based on the results of the data processing of simple linear regression analysis using SPSS 23, the equation obtained is $Y = 9.907 + 0.471$. Thus, it can be explained that 9.907 is a constant value which means that if X is considered 0 then the patient satisfaction value is 0.907, while 0.471 which is positive means that every increase in the service quality variable by 1 unit will increase patient satisfaction by 0.471 with other variables remaining constant. The data obtained from this study are the effect of service quality on patient satisfaction of BPJS health users at RSUD Haji Makassar.

The results of this study are in accordance with research conducted by (Budo, A., Tulusan, F., Tampi, GB 2020). who studied "The Influence of Promotion Strategy and Service Quality Towards Customer Satisfaction of BPJS Users at RSUD SAM Ratulangi Tondano". The results of the study indicate that simultaneously promotional strategies and service quality have a positive and significant influence on customer satisfaction, partially promotional strategies and service quality have a positive and significant influence on customer satisfaction. Promotional strategies at BPJS at RSUD Sam Ratulangi Tondano should be improved through attractive promotional programs, such as advertising, personal selling, sales promotions, and public relations, so that they can increase the total number of BPJS users and retain existing customers.

The results of a study conducted by Sharon, LG, and Santoso SB, 2017 which examined "Analysis of the Influence of Service Quality, Facilities, Hospital Image, Patient Satisfaction in the Framework of Increasing Patient Loyalty". The results of the study showed that there was a positive and significant influence between facilities and service quality and was the strongest influence, so providing information on how to use the facilities in the inpatient room completely, and nurses explaining how to use the facilities needed to make it easier for patients and those waiting.

This shows that the service quality indicator significantly affects the satisfaction of BPJS health care users. Which means the better the quality of service provided, the better the patient satisfaction at the hospital, which will have a positive effect on the satisfaction of BPJS health care users.

Thus it can be stated that the quality of service has an important role in the satisfaction of BPJS user patients. So one of the efforts that can be done is to provide good service to BPJS user patients in order to provide satisfaction for BPJS user patients.

5. Conclusion And Suggestions

Based on the results of this study, it can be concluded that service quality has a positive and significant influence on the satisfaction of BPJS healthcare user patients at RSUD Haji Makassar. Therefore, it is recommended that all staff at Makassar Haji Hospital improve punctuality in providing medical services and that the hospital pays more attention to medical costs. Additionally, future researchers interested in studying service quality are encouraged to explore other variables not covered in this study by conducting more specific research using different methods and designs.

Thank-You Note

Thank you to the Director of RSUD Haji Makassar and all his staff who have agreed to be the vehicle for implementing this research, and thank you to the Rector, Head of the Hospital Administration Study Program and Head of LPPM Tri Tunas Nasional Institute of Technology and Health who have provided support for the smooth running of this research.

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